

ABSTRAK

Penelitian ini bertujuan untuk dapat mengetahui pengaruh kualitas produk, harga, dan promosi terhadap keputusan pembelian mie instan merek Indomie. Anggota populasi yang digunakan didalam penelitian ini adalah mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya yang telah melakukan pembelian dan mengkonsumsi mie instan merek Indomie.

Jenis penelitian ini adalah penelitian kualitatif. Jenis data yang digunakan adalah data primer, teknik pengambilan anggota sampel menggunakan *accidental sampling* dengan jumlah anggota sampel sebanyak 100 responden. Teknik analisa yang digunakan adalah regresi linier berganda dengan menggunakan alat bantu *software* SPSS (Statistical Product and Service Solution) versi 22.0. Pengujian instrument menggunakan uji validitas dan uji reliabilitas.

Hasil yang diperoleh didalam penelitian ini menunjukan bahwasannya kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : kualitas produk, harga, promosi, dan keputusan pembelian



ABSTRACT

This research aimed to find out the effect of product quality, price, and promotion on customers' buying decision of instant noodle *Indomie*. While, the population was students of School of Economics of Indonesia (STIESIA) Surabaya which had purchased and consumed instant noodle of *Indomie*.

The research was qualitative. Moreover, the data were primary. Furthermore, data collection technique used accidental sampling, in which the sample was taken accidentally. In line with, there were 100 respondents as sample. Additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 22. Meanwhile, the instrument testing used validity and reliability test.

The research result concluded product quality had positive and significant effect on customers' buying decision of instant noodle *Indomie*. Likewise, price had positive and significant effect on customers' buying decision of instant noodle *Indomie*. Similarly, promotion had positive and significant effect on customers' buying decision of instant noodle *Indomie*.

Keywords : Product Quality, Price, Promotion, Buying Decision

